



OUR MARKET DISTRICT

THE RIGHT INGREDIENTS FOR THE FUTURE





ACKNOWLEDGEMENT TO COUNTRY



The City of Adelaide acknowledges the traditional Country of the Kaurna People of the Adelaide Plains and pays respect to Elders past and present.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna People living today.

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Background information and additional data can be found within the Our Market District Compendium.

Our Market District was adopted by Council on 11 August 2015. On 12 December 2016, Council resolved to update Our Market District to incorporate the Vision, Objectives and Guiding Principles of the Central Market Arcade Feasibility Study. Our Market District 2017 includes this information. As the District received the Great Place Award at the Planning Institute of Australia SA Awards in 2016 and the Adelaide Central Market's accessible toilet was opened in 2017, these are also referenced. Version printed September 2017.



LORD MAYOR'S MESSAGE



The Market District Reference Group with the Lord Mayor, Councillor Corbell and Councillor Martin on the occasion of the Market District receiving the award for Great Place at the Planning Institute of Australia SA Awards for Excellence 2016. (Tania D'Antonio and David Wong not present.)

Adelaide's market district attracts more than 8.5 million visitors each year and is a place of deep and lasting attachment. Council's recent Picture Adelaide engagement underscored that it is loved by many.

The market district is a must do experience for tourists from interstate and a kitchen for city residents and workers. It's where people connect, interact, and are entertained; where they enjoy a diverse range of cafés, restaurants, shops, galleries, theatres, and venues. The district is a distinctive part of the city's appeal and attraction as a place to live, visit, and do business.

It is also an important economic hub, incorporating large scale commercial and government operations, international hotels and long-established institutions, along with many new enterprises and a diverse range of small, family-run businesses.

In planning for the future of the market district, it is vital that we get the ingredients right.

By continuing to evolve and develop the market district and by seizing opportunities to enhance the experience on offer, the Council is seeking to ensure the district will thrive into the future. We want to encourage people from all over the city, state, and beyond to be a part of the market district's future, ensuring it continues to thrive; offering a unique and authentic experience that's quintessentially Adelaide.

On behalf of Council, I thank the many people who have contributed. In particular, I thank members of the Market District Reference Group for their time and energy to help shape and advise on the right ingredients for the future of our market district.



Martin Haese
LORD MAYOR
City of Adelaide

1. WHY THE MARKET DISTRICT?

The purpose of 'Our Market District' is to accelerate change by encouraging private investment and potential stakeholders to partner with the City of Adelaide.

It contains high-level ideas, aspirations and proposals based on what we have been told and what we observed.

We want the community, business and the State Government to work with us to achieve the bold vision people have shared with us.

Some ideas are short-term, some long-term, some small and some big. All need people – including the private sector and government – working together to develop and deliver them.

The City of Adelaide has identified the market district as a once in a lifetime legacy opportunity to help make a great place within the city even better.

With its fresh produce, rich history, and cultural diversity the market district has all the right ingredients that make it a jewel in the crown of the City of Adelaide's vision for Adelaide as 'One City, Many Places'. There's a real opportunity to further develop and promote the district as the pre-eminent cluster of South Australian food, produce, and wine businesses but with opportunities to develop key sites alongside a host of public realm enhancements. We need to be bold to deliver a welcoming, vibrant and connected market district.

The number of city residents, workers, visitors, and students will increase over coming years, with a number of major developments already completed or under-construction within or adjoining the district.

The Central Market Arcade, the Sir Samuel Way building, and the old bus station are three key opportunities for significant public and private sector development. All of them have the ability to act as catalysts for future development and investment in the district. When considered alongside the continuing redevelopment of Victoria Square/Tarntanyangga, the importance of a Market to Riverbank link, and the potential construction of a new law court precinct, it is clear that the district will play a significant role in accommodating and servicing the future city population.

These future projects, along with a desire to better promote food tourism and economic growth within the district, demand a collaborative approach if we are to fully leverage their potential for the benefit of the city as a whole. We welcome State Government's recognition that this is a rare opportunity to be seized to shape the future direction of our city.

The market district is envisaged for future city growth. It will undergo change with numerous medium to high level buildings. The image provides an indication of how the district might develop over the next 30 years.



The City of Adelaide's Placemaking Strategy seeks to involve the people who use a district or place to help shape its look and feel for the future. The aim is to see the community take the lead in enhancing and building the places that they cherish and use every day. The City of Adelaide has worked with the community and significant stakeholders in the district to distil what is important about the market district. Ideas have been drawn from a variety of focused workshops, numerous face to face discussions, the extensive Picture Adelaide consultation, and a broad-based Market District Reference Group; formed to provide advice on the aspirations and proposals for the district. We have heard a bold vision for the future of the district and found an appetite for change which builds upon the existing strengths of the district.

A number of specific themes emerged from this process such as social and cultural, sustainability, retail and business, and urban design and transport. Four Directions Papers have been prepared to summarise the opportunities around each theme taking into account existing strategies regarding retail, movement, public realm, and culture. The Directions Papers, along with the consultation findings, can be found in full in the compendium which forms the companion volume to 'Our Market District'.

The Directions Papers have been distilled into key proposals to help inform and shape the future of the district and its contribution to enhancing the liveability of the city as a whole.



PLANNED GROWTH FOR ADELAIDE:



Residents:

2015

22,000

2024

50,000



Workers:

2015

122,700

2040

170,000

“Our Market District’ dovetails with the Adelaide Central Market Strategic Plan focusing on the importance of accessibility for consumers, the reinforcement of the market district as the hub of food and produce in Adelaide and the encouragement of entrepreneurial activities in the district that bring community together in a prosperous way.”

Nick Begakis AO – Chairman,
Adelaide Central Market Authority



2. WHAT ARE WE ASPIRING TO?

We aspire to have a vibrant, sustainable, and inclusive market district, alive with greater numbers of residents, workers, students and visitors enjoying the best food and fresh produce from South Australia and abroad in the Central Market and experiencing an even broader offering in the surrounding shops and restaurants.

We set out to build a clear picture for the future of the market district that recognised its unique elements and appeal to the city, the community of Adelaide, and the state. We wanted to make sure that the qualities people love about the district weren't lost in any future plans, that challenges were looked upon as opportunities, and that we created a future that took full advantage of the history and potential of the area.

We set out to capture aspirations for the district that are equally shaped and shared by all; reflecting what we heard from the people who use the district now and will continue to do so in the future. We aspire to develop a market district that is:

- an **economically prosperous** area that stimulates innovative business practices and entrepreneurship
- a **celebration** of quality produce and affordable fresh food alongside gourmet foods and wine/beer experiences that attract people from near and far
- a sensory, edgy and eclectic experience which is **authentic** and retains strong connections to the past while seeking vibrant and engaging places for the future
- a **welcoming**, community minded, and culturally diverse area with a growing population of residents, workers and visitors whose diversity adds to its authenticity
- **accessible** and safe for people to move through, using a balanced approach to accommodating various transport modes
- **sustainable**, striving towards carbon neutral living and the reduction and reuse of waste.

The market district is distinctive, authentic, and diverse and must remain so. Such places, alive with culture and history, create the points of difference that distinguish Adelaide from other cities and create competitive advantage that will attract people and investment. The elements that create this appeal need to be understood, harnessed, and developed in a way that is true to the history and character of the district but also sets it on a course for a vibrant and prosperous future.



3. WHAT DO WE WANT TO SEE?

REDEVELOPED ARCADE AND EXPANDED MARKET

Council owns the Adelaide Central Market and the Central Market Arcade. The Adelaide Central Market Authority manages the Adelaide Central Market, with the arcade independently managed and leased until 2018, after which it returns to Council control. Council has reviewed the physical state of the buildings upon the arcade site and is yet to make a formal decision about any short or long term plans for the site. It is acknowledged however that the site provides Council with a once-in-a-lifetime development opportunity that will drive broader catalytic change within the district. Future plans need to consider the current Central Market Arcade traders and facilitate their input, along with other stakeholders, into all stages of any future development including master planning, construction and ongoing operation.



The Adelaide Central Market

The Adelaide Central Market is currently constrained within its existing footprint and has had limited opportunity to grow and meet the changing demands of modern retail trends or to serve a growing city population. Given the anchor role that the Adelaide Central Market plays for surrounding businesses it is essential for the district's future that the experience of the market is expanded. A redeveloped arcade site provides this opportunity along with the ability to directly connect the market to Victoria Square, supported and activated by a rejuvenated Sir Samuel Way building.

Other markets around the world such as Torvehallerne Market in Copenhagen and the Markthal in Rotterdam have been redeveloped to better service customers and provide a holistic and integrated experience around the enjoyment of food and the mixing of people and cultures.

The Adelaide Central Market has previously been redeveloped on two occasions since opening in 1869, the most recent being in the 1960's so we know it can change and grow as it has before. Any future development must be built upon community and stakeholder input, balance the needs of a wide variety of users, and improve the flow and connection through the district.

The diversity of cultures historically and currently in the district have largely found expression through food. Imagine a centre that explores these stories and what they might mean for the future, in

a building integrated with the Adelaide Central Market, connected to Victoria Square, and surrounded with a diverse range of restaurants and shops. Imagine walking from the Adelaide Central Market through an expanded market, dining and retail area whilst you see, smell and hear students learning to cook. You buy something to eat and walk across a footpath to sit with friends and enjoy the open space of Victoria Square.

A redeveloped Central Market Arcade could include:

- a National Centre for Food Culture to combine Aboriginal, European, migrant, and modern Australian cultural histories within the market district to celebrate history and culture via a shared connection to food and the environment
- residential, tourism, entertainment and supportive uses at upper levels above retail and active lower, ground and potentially basement floors
- opening the internal façades of the Sir Samuel Way and Hilton Hotel buildings into the redeveloped arcade and interconnecting with the Adelaide Central Market
- improved street frontages especially Grote and Gouger Streets
- below ground levels integrated with the future train station under Grote Street



LEGEND

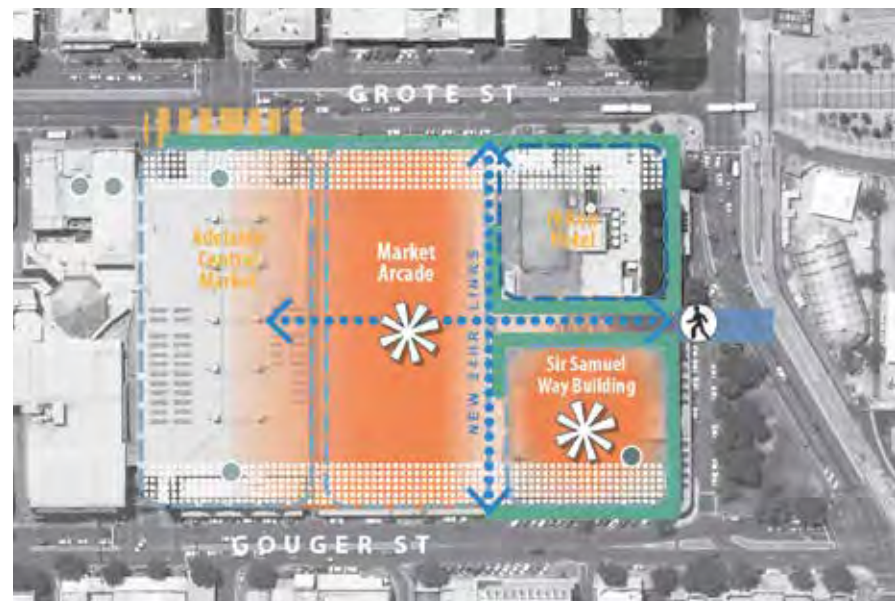
- SIGNIFICANT REDEVELOPMENT OPPORTUNITIES
- NEW / IMPROVED PUBLIC SPACE / SHARED STREET
- GREENING, ART AND PLACEMAKING
- IMPROVED PEDESTRIAN CROSSING AND CONTINUOUS FOOTPATHS
- IMPROVED PEDESTRIAN LINK
- NORTH-SOUTH CYCLE LINK
- STRENGTHENED AVENUE OF STREET TREES
- LOCAL HERITAGE PLACE
- STATE HERITAGE PLACE
- MORE ACTIVE USES TO STREET EDGE

- integrated smart technology and digital capability throughout the building, feeding services through the rest of the district
- day-to-day retail and services for a growing CBD residential and workforce population
- creative, inspiring and iconic architecture and spaces that attract consumers (local, interstate, international), present a human scale to Grote and Gouger Streets with taller components mid-block and have regard to the built heritage context
- tourist information services and amenities alongside a showcase of South Australian food, produce, and culture
- roof top activities and uses that take in the views over Victoria Square
- a public, 24-hour ground level access between Gouger and Grote Streets with adjoining link to a prominent and inviting entrance from Victoria Square
- below-ground loading and unloading areas, waste collection, and cool room storage
- bicycle parking facilities in secure and accessible locations
- flexible market space to meet changing consumer preferences and for community and small scale events

- best practice in sustainable design through an internationally recognised sustainable design rating (e.g. Green Star).

Should the opportunity arise, re-use of the Sir Samuel Way building (subject to negotiations with owners), potentially integrated with a redeveloped arcade site to enhance and complement existing strengths and uses within the district and boost activity in Victoria Square/Gouger Street — potential options include:

- education, including local and international cooking schools
- boutique visitor accommodation
- cultural expression and interpretation
- performing art space and entertainment uses
- retail, café and restaurants.



CENTRAL MARKET ARCADE REDEVELOPMENT: 2017 UPDATE

In early 2016, Council confirmed that it will take control of the Central Market Arcade upon expiration of the ground lease with a private entity in late September 2018.

Council is now targeting commencement of works on the Central Market Arcade

site by 2020 in accordance with the City of Adelaide 2016-2020 Strategic Plan. This supports the proposed redevelopment of the Central Market Arcade as identified in 2015 within Our Market District – the right ingredients for the future.

During 2016, Council worked collaboratively with stakeholders and considered the ideas and aspirations from Our Market District – the right ingredients for the future, being the subject of extensive stakeholder engagement, to develop the vision for the Central Market Arcade site as well as a set of objectives

and principles. The Vision, Objectives and Guiding Principles for the Central Market Arcade site have been endorsed by Council and will be used to inform the redevelopment.

VISION

The Central Market Arcade Redevelopment will be a catalyst for enriching the city. It will help grow what's best about the Adelaide Central Market and Market District, into a food and wine destination of international repute, as part of a thriving mixed use place. A place that appeals to more people, more of the time. It will help achieve Council's vision where "Adelaide is a welcoming and dynamic city full of rich and diverse experiences."

REDEVELOPMENT OBJECTIVES

1	Food and wine destination of international repute	A thriving mixed-use development expanding the diverse fresh food and day to day retail offer available today, along with other land uses including leisure and cultural offerings that strengthen the future of the Adelaide Central Market and Market District as a food and wine destination of international repute loved by all.
2	Celebrate Heritage + Culture	Celebrate the rich cultural tapestry of the District including Kaurna, colonial, European and Asian immigrants and the heritage buildings, places and cultural attachment they have created.
3	Design + Place	Creative, inspiring and iconic architecture and places that also reinforce and complements the streetscape character, scale and heritage buildings.
4	Economic catalyst	Catalyst redevelopment symbolic of an economically prosperous city that stimulates innovative and diverse business practices, promotes entrepreneurship and stimulates Adelaide's competitiveness.
5	Return on investment	Financially viable project that manages the future risk for Council and private investors and produces long term public value.
6	Better access + movement	Seamless and safe access for people to move to and through the site.
7	Sustainable and smart community	A carbon neutral and sustainable development through design, technology and governance.

GUIDING PRINCIPLES

- Redevelopment must secure the future of the Adelaide Central Market for at least the next 50 years, in part by accommodating the growth of the Central Market.
- Redevelopment must be smart, green, liveable and creative, exemplifying and helping to achieve The City of Adelaide 2016-2020 Strategic Plan.
- Creative and innovative mixed use proposals are encouraged for 'airspace' developments, with high quality design outcomes a must. Residential proposals must include 15% affordable housing in the housing mix.
- Provision of at least one north-south pedestrian link, with consideration to 24-hour access, between Gouger and Grote Streets. An east-west link between the site, Adelaide Central Market and Victoria Square/ Tantranyangga is to be retained.
- Proposals must be viable for delivery in the short term, and must minimise disruption to the Adelaide Central Market and Market District. Innovative construction and implementation processes are encouraged to minimise impacts.
- Redevelopment must provide a long term sustainable source of revenue to Council, whilst managing costs and risk.
- Redevelopment is to create new building assets for Council to own, specifically:
 - > an expanded Central Market and complementary retail offer (approximately 6,000m²) on the ground level, with a retail shopping centre including supermarket and speciality shops, located across the ground and basement levels.
- > below-ground loading and servicing for the development with consideration to be given to the provision of infrastructure (including, but not limited to, storage, delivery facilities and refrigeration) to accommodate the needs of both the traders in the development and the Adelaide Central Market.
- > increased car parking (compared to existing 260 spaces) in basements or in sleeved upper levels to maximise parking capacity sensitively. Future adaptive re-use of above ground car parking must also be allowed for.
- Redevelopment proposals are to be contained to the boundaries of the Central Market Arcade site (except for Sir Samuel Way building) and should not negatively impact the buildings, access or activities of the neighbouring Central Market site.
- Redevelopment proposals must embrace cultural/ arts opportunities. This includes allowance for cultural, arts, retail, tourism and mixed use development including through, but not limited to, adaptive re-use of the Sir Samuel Way building (noting that this building is not owned by Council).
- Redevelopment proposals should address the sensitive issue of overshadowing of Gouger Street – specifically outdoor dining on southern footpath west of Mills Street – for example by constructing buildings within a building envelope provided by a 45 degree plane measured from natural ground level at the southern Gouger Street footpath, or through other design solutions.
- Redevelopment proposals must involve and engage stakeholders and the wider community in the future of the site.
- Redevelopment proposals must represent 'sensational urban development' and have a 'wow factor'.
- Redevelopment proposals must celebrate building and site heritage, taking note of the following:
 - > The former Grote Street building façade (circa 1915) to be reinstated, either exactly based on archival photographs and reference to Federal Hall, or with subtle contemporary differentiation, so that in any event, the former eastern extent of the Adelaide Central Market is seen to be visibly returned to its former splendour. This should respect the scale, grain, permeability, materials, and street wall height (maximum 12m, with taller buildings set back at least 12m, and giving special consideration to the prominence of the existing Grote Street tower of the Adelaide Central Market).
 - > Council's intent to improve the relationship to neighbouring heritage buildings, especially the Sir Samuel Way Building.
- The design and feel of the redevelopment will be sympathetic to the ambience of the market precinct.
- Redevelopment must provide a long term sustainable source of revenue to Council, whilst managing costs and risk.
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MARKTHAL ROTTERDAM

Markthal Rotterdam, opened in 2014, is located in the centre of Rotterdam, the Netherlands. It comprises 96 fresh produce stalls, 20 hospitality/retail units (some of which are located on the roof of stalls) and a cooking school.

The market is a modern interpretation of a food market in a historic European city. Its architecture is inspiring and is proving to be a major tourist attraction in its own right, giving visitors another reason to visit Rotterdam.

The arch shaped building contains 228 apartments surrounding the market with the Netherlands' largest art work covering the internal walls. A four level basement includes a supermarket and parking for 1,200 vehicles.

The market is open seven days a week, with the market stalls trading from 10am to 8pm and the food catering businesses from 10am to midnight.



TORVEHALLERNE MARKET

Opened in 2011, the Torvehallerne Market is located on the Israels Plads, a large square in the centre of Copenhagen. The square was used for over 70 years as an open air food market until it moved out of the city in the 1950's.

The square was used as an open lot car park and petrol station until local pressure on the council to improve the safety and appearance of the area resulted in the development of the market. Consisting of two glass and steel pavilions located either side of an open square/plaza, the market sells a range of fresh food and produce as well as prepared foods and quick meals alongside a range of coffee, wine and a micro-brewery.

80 stalls are located within the two buildings with an additional 80 outdoor stalls in the plaza over the summer months. The market attracts approximately 90,000 visitors a week.



SHORT TERM IMPROVEMENTS TO THE ARCADE AND MARKET

The following measures would address a number of current servicing and access issues with the Adelaide Central Market and Central Market Arcade in the short term prior to any long term redevelopment;

- Installation of a fully accessible toilet and changing facilities (for all ages) in the Adelaide Central Market.

Update: In January 2017, a new accessible toilet and parents room, including an adult change table, was opened. The facilities were designed in consultation with the City of Adelaide's Access and Inclusion Advisory Panel and the Market community.

- Improving accessibility, safety, and internal circulation of the market car park (U-Park) and encouraging greater distribution of movements to Grote Street by accommodating signalised right turn movements into the car park.
- More prominent and welcoming pedestrian entrances to the Adelaide Central Market, especially on Grote Street.



- Better use of public and on-street space along Grote and Gouger Streets to improve loading, pedestrian movement, set down/ pick up, and parking for people with a disability.
- Improved signage within the Adelaide Central Market to assist people with a disability to locate the various goods and services on offer and participate in the market experience.
- Improved waste management, particularly best practice management of food waste.
- Community-based organisations such as OzHarvest supported to collect and re-distribute surplus produce and food to organisations assisting people in need.
- Rainwater collection and reuse from the large roof areas.

Currently limited activity along Grote Street frontage with hidden entrance into the Adelaide Central Market

IMPROVE ACCESS AND SERVICING, MINIMISE WASTE, AND IMPROVE THE PRESENTATION TO GROTE AND GOUGER STREETS





ONE MILLION KILOGRAMS OF FOOD DELIVERED MONTHLY

“Obviously there is uncertainty of our tenure here in the Central Market Arcade past September 2018, some of our traders have been in business here for over 40 years. Council has worked closely with our traders to keep them informed as much as they can throughout this process and have met with our traders and executive committee on many occasions to gather valuable insight as to what we would like to see for the Central Market Arcade in the future but also the market district.

The Arcade had its beginning in 1915, and was re built in 1965, as traders we hope to be part of this unique district for another 50 years with the next chapter.”

Craig Lunn
Owner Perfect Cup and President, Central Market Arcade Traders Association

FOSTER AN EDGIER, CREATIVE AND ACTIVE ENVIRONMENT WITH IMPROVED MOVEMENT FROM WRIGHT STREET TO THE MARKETS



A CREATIVE QUARTER SOUTH OF GOUGER

The area to the south of Gouger Street comprises a unique mix of business, cafés, housing, and storage that is increasing in demand given the proximity to Gouger Street and the markets. Traffic circulation, on-street loading, and increasing pedestrian movements are challenges. The five minor streets south of Gouger Street are narrow. Market Street has a unique, attractive feel due to the bend halfway along the street, it being slightly wider, and located directly opposite the Adelaide Central Market. It provides an opportunity to create a new and flexible public space for all to use.

We need to:

- foster a new and edgy dining and creative business precinct that continues to service the markets alongside increased evening activity, retail, and boutique tourist accommodation
- create a flexible public space in Market Street north with the ability to temporarily close it for small events, markets or cooking displays by different cultures
- install public artworks including murals and pavement treatments within minor streets

- improve footpaths, seating, landscaping, and roadways along the north-south streets to build on existing character and opportunities and create interesting and safe spaces for people
- curate outdoor markets and activities in Gouger Street to complement the existing market and restaurants and to provide opportunities for entrepreneurs and a variety of migrant groups, including those not currently represented in the district
- make Field and Market Streets more pedestrian-oriented with potential for shared roadways and one-way traffic in Field Street
- improve pedestrian movement on Gouger and Wright Streets with narrower crossing points at intersections and raised continuous footpaths across minor streets
- encourage well designed and quirky architecture through the precinct, of a height and scale compatible with the generally narrower sites, with interesting and welcoming frontages to the street
- instigate more substantial changes to Gouger Street footpaths and the roadway as a part of ongoing asset renewal and/or alongside redevelopment of the Market Arcade/ Sir Samuel Way building
- ensure that the future courts precinct at King William/Wright/Mill Streets is developed with a scale and street edge compatible with the surrounding area and provide new pedestrian connections through the site (avoiding unnecessary public space that may have difficulty in attracting people to use it)
- create walking access (continuous footpaths over intersections with minor streets), cycling and a slow speed environment in Gouger Street to support its evolution as a bustling and colourful dining and entertainment destination.



Artist impression of northern end of Market Street alive with small scale events, markets and activities

FUTURE DEVELOPMENT TO BUILD ON THE UNIQUE LOCATION BETWEEN THE CBD AND MARKETS ALONG THE MARKET TO RIVERBANK

AN EXPANDED CBD NORTH OF GROTE

Numerous large and underdeveloped land holdings to the north of Grote Street present opportunities for significant office and residential development.

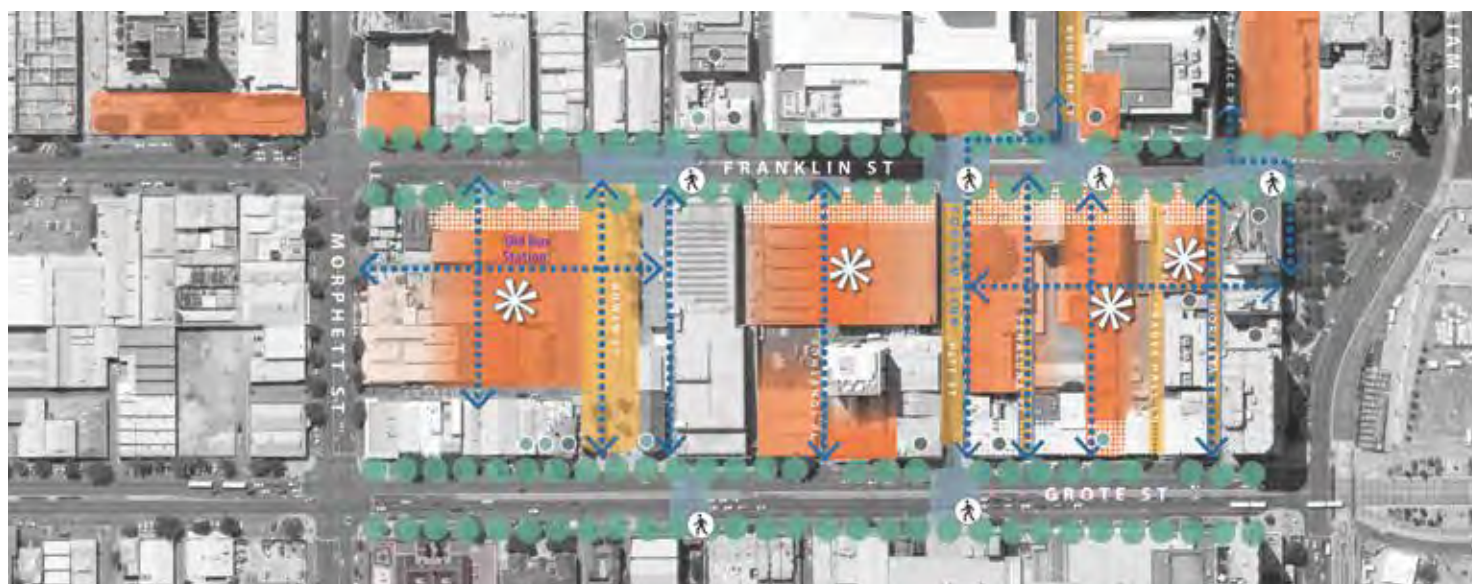
The area will accommodate the southern expansion of the CBD office sector with improved connections from the markets to the north of the city, including a revitalised Riverbank Precinct. Grote Street's traffic and public transport function is important into the future but the width of Grote Street presents challenges for integrating activities north and south and for pedestrians crossing.

Grote Street's role as an entrance into the city for visitors from Adelaide Airport and the Adelaide Parklands Rail Terminal is important. We have the potential to transform the Central Bus Station to enliven the area with a diverse range of activities held in the bus parking area, in the waiting area, and the outdoor plaza.

The old bus station, owned by Council, provides an important future development opportunity to spur investment within this part of the district. In the meantime it provides Council with strategic options to alleviate pressures associated with any future development of the Central Market Arcade by providing an alternative location.

The following opportunities have been identified:





- activate the Central Bus Station and car park as a transport hub with local Adelaide Metro bus services alongside inter/intrastate services, car share schemes and a range of bicycle related facilities. Bring people



“It is absolutely lovely coming down Pitt Street and seeing the garden and painted rugs. It has transformed the street and brings colour and fun into our lives. One of my new favourite places in the city.”

Sylvia

LEGEND

-  SIGNIFICANT REDEVELOPMENT OPPORTUNITIES
-  NEW / IMPROVED PUBLIC SPACE / SHARED STREET
-  GREENING, ART AND PLACEMAKING
-  IMPROVED PEDESTRIAN CROSSING AND CONTINUOUS FOOTPATHS
-  IMPROVED PEDESTRIAN LINK
-  NORTH-SOUTH CYCLE LINK
-  STRENGTHENED AVENUE OF STREET TREES
-  LOCAL HERITAGE PLACE
-  STATE HERITAGE PLACE
-  KEY DEVELOPMENT SITES

to the arrivals hall and paved plaza with exhibitions, performances and markets

- develop the old bus station with a mix of uses, including opportunities for community uses and facilities, within multilevel buildings and surrounding public space. This would connect to and integrate with the existing plaza and Central Bus Station. In the short term, the open land and building provides options for temporary uses, including during redevelopment of the Market Arcade
- improve the appearance and function of Grote Street by:
 - utilising some bus stops for loading outside of public transport usage periods with potential consolidation of stops to free up additional public/footpath space
 - increasing tree plantings
 - promoting active uses, such as shops and cafes, within adjoining buildings
 - creating a better pedestrian experience including reduced waiting and longer crossing times at intersections
 - accommodating right-hand turns into the Central Market car park at appropriate times for traffic from the west
- relocating some of the current on-street loading activities to within the Central Bus Station building with temporary overlay of commercial vehicles during market trading.
- undertake the Pitt-Bentham Street placemaking project works including:
 - widening footpaths
 - reducing pedestrian waiting times at intersections
 - making Pitt Street one-way
 - creating a sense of anticipation for arriving at the market district at the corner of Franklin Street and Pitt Street through public art.
- adapt lanes and side streets like Trades Hall Lane and Morialta Street with public or street art, creative lighting, and minor improvements whilst waiting for major adjoining land holdings to be developed
- create site specific guidelines for development of major land holdings, such as the old bus station and land between Franklin/Pitt/Grote Streets and Victoria Square, in partnership with the owners
- improve Franklin Street through greening, and by installing pedestrian crossing facilities adjacent to the Central Bus Station and between the ATO and Victoria Square

- ensure tall buildings are well designed and respect the context of Adelaide's formal street grid and townscape, including the pair of tall buildings overlooking Victoria Square/Grote Street. Care should be taken not to create new areas of public space or plazas that might become underutilised and detract from the city's major streets and squares.



“I’ve always loved the open space of Victoria Square and it looks even better now. Love that it is a community space and food festivals are a favourite, especially the pop ups which are outstanding.”

Jeni

A CONNECTED VICTORIA SQUARE/ TARNTANYANGGA

Victoria Square is the geographic and civic centre of the city, valued by many people. The opportunity for regular events as well as quiet respite is important. The first stage of the Victoria Square Master Plan has been implemented by Council, predominately within the northern portion of the square. The integration of the southern portion of the square with the markets and the broader district, consistent with the Master Plan is important.

Increasing people's ability to access, use, and enjoy Victoria Square, particularly immediately adjacent the Sir Samuel Way building and Hilton Hotel, can be achieved by bringing the atmosphere and appeal of the markets and arcade physically closer to the square with an entrance that is both visually prominent and easily accessible on foot.

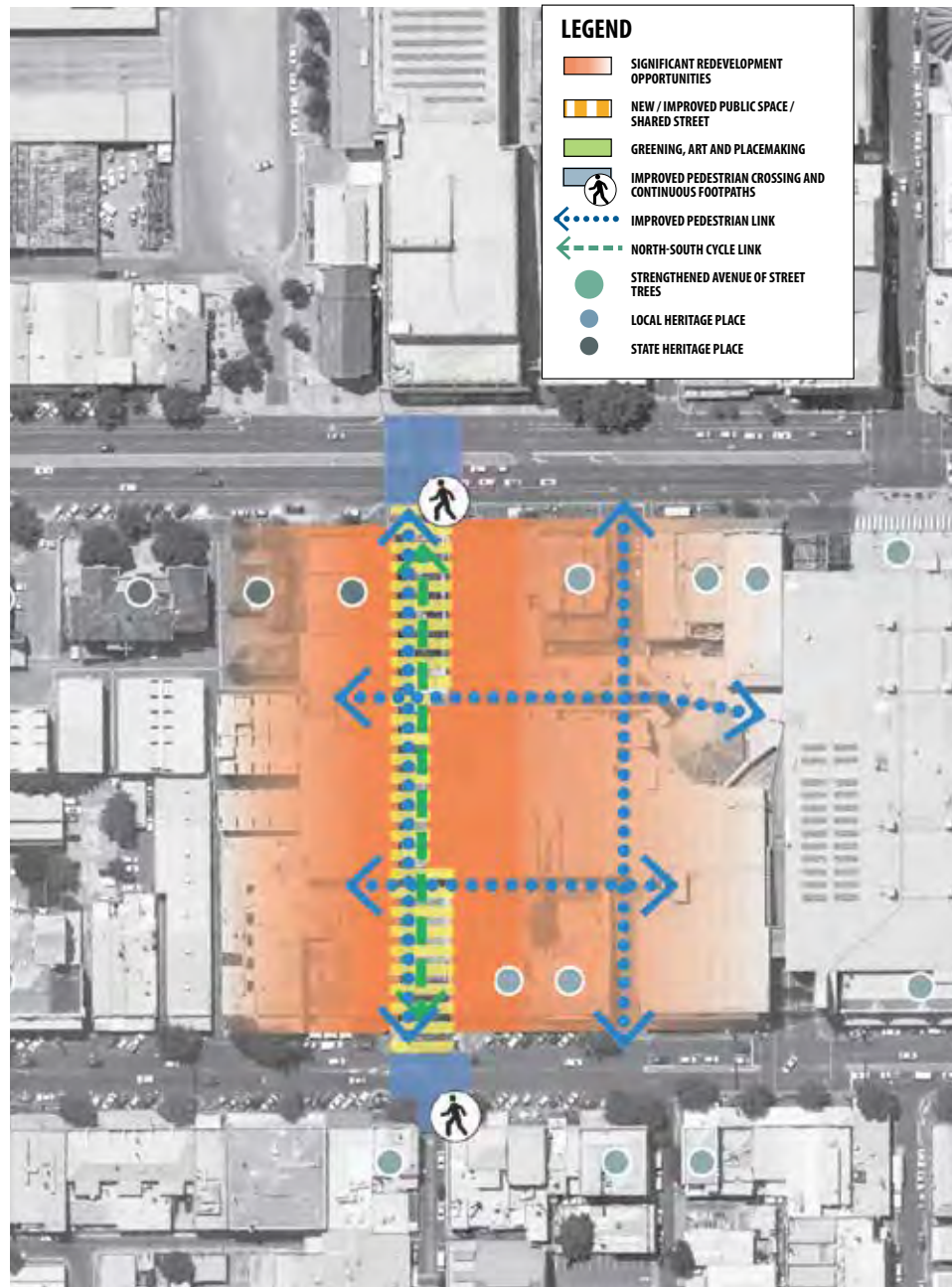


This can be achieved through the following actions:

- installing a pedestrian crossing at the southern end of an upgraded tram stop to improve the connection between Victoria Square and the eastern entrance to Central Market Arcade, as identified in the Victoria Square Master Plan
- delivering a regular program of events and activities in Victoria Square to provide opportunities for, and greater coordination with retailers in the district
- supporting the future delivery of the Victoria Square Master Plan, by:
 - ongoing improvements to the existing event spaces
 - recognising Kurna cultural heritage within the southern part of the square
 - increased use of the recycled Glenelg to Adelaide Park Lands (GAP) water.
- prioritising any future stages of the redevelopment of the Square within the south western corner adjacent to the markets.



ENHANCE AND INTENSIFY THE VIBRANT, MULTICULTURAL FEEL OF CHINATOWN IN THE DAY AND EVENING



ENHANCED CHINATOWN

Chinatown, along with the Market Plaza, is a key anchor in the district comprising a range of Asian-based eateries and retailers. Moonta Street with its ornate red gates and lanterns represents the core of Chinatown. Asian-based food places are expanding along Gouger Street, Morphett Street, and into minor streets toward Wright Street. Improvements to Chinatown will focus on lifting the appearance, appeal and evening activity within the area and will benefit from additional private investment in the buildings and spaces that adjoin Moonta Street.

"I love walking down Chinatown. It's like being in another country, where people from all walks of life come together and create beautiful memories. The ambience is always delightful and vibrant."

Fatema

The area will be enhanced by:

- upgrading Moonta Street with new paving, creative lighting (including a sculptural light installation on the corner of Grote Street), tree plantings, shade and by creating 'plug and play' event spaces for performances, markets, and artists
- using Splash Adelaide to encourage active uses and improvements within California Street North and South leading into the Market Plaza with improved east/west connections through to Moonta Street
- introducing moveable trading stalls along Moonta Street
- using Enterprise Adelaide to encourage eating and leisure at upper levels fronting and looking out onto Moonta Street in lieu of a number of car parks
- installing solar panels on the roof of the Market Plaza
- improving connectivity between Chinatown and emerging South of Gouger precinct with better street crossings for pedestrians and accommodate bicycle movement through Moonta Street.

Artist impression of an enhanced and intensified Chinatown

Our Market District 2017



**CELEBRATE
QUALITY
PRODUCE
AND
AFFORDABLE
FRESH FOOD
ALONGSIDE
GOURMET
FOODS AND
WINE/BEER
EXPERIENCES
THAT ATTRACT
PEOPLE FROM
NEAR AND
FAR**



THRIVING RETAIL AND BUSINESSES

The district already benefits from a broad range of retail and business activity. The central location, concentration of people, development potential, and diversity of leasable buildings contribute to the area's significant opportunities for growth in retail, business, and education activities. The district's established connections to Asia, and China in particular, place it in a strong position to benefit from the growing Asian middle class with increased investment and tourism anticipated.

Over 8.5 million people visit the markets annually including tourists, workers, students and residents from the city and suburbs. With an additional 25,000 residents and 47,000 workers expected

within the city the district's current role in servicing the city population with a range of goods and services will significantly increase. As such, opportunities exist to build on the current diversity of businesses to generate appreciable economic growth within the district. These opportunities can be realised through the following measures:

- become the pre-eminent source of the best South Australian grown and nationally and internationally produced food, produce and wine by:
 - celebrating South Australia's different regions through fresh food, wine, and produce
 - providing an authentic food and wine experience throughout the district including with
 - food and wine festivals and related events
 - function spaces and facilities for corporate events
 - cooking classes and food and wine education such as those activities associated with Le Cordon Bleu cooking school, Tafe SA and wine centres
 - tailored food and wine experiences.
 - providing opportunities for local farmers and producers to sell and promote their produce to locals and visitors.

- increase evening and Sunday activities in the district, including regular weekend and evening markets and events, in sections of the Adelaide Central Market, Grote and Gouger Streets, and minor streets that provide different offerings to nearby and existing events and markets
- boost business and economic activity by:
 - expanding office-based employment in the north east of the district (Franklin Street)
 - retaining and expanding retail outlets serving local residents and overnight visitors
 - encouraging start-up/small businesses in minor streets, laneways, and upper levels
 - encouraging support services such as childcare and medical facilities.
- grow the education sector within the market district / Victoria Square, with a focus on:
 - tertiary institutions
 - services for international students
 - activities that complement the district's fresh food and restaurants, such as cooking schools.



THE FUTURE INCREASE OF PEOPLE WILL PRESENT GREATER BUSINESS OPPORTUNITIES FOR THE DISTRICT



A district that is accessible and safe for people to move through, using a balanced approach to accommodating various transport modes

PEOPLE ORIENTATED PUBLIC REALM AND MOVEMENT

The district is a food and retail destination in the heart of Adelaide that is growing with more workers and residents. People want the district to retain its authentic, bustling, and gritty feel whilst becoming more people-oriented, sustainable and easier to access through a variety of means of travel. An equitable balance between all modes of travel is desired so as to benefit businesses, pedestrians, cyclists and public transport.

- Adapt minor streets to become places for people through greening, public art, community safety initiatives and lighting whilst retaining an appropriate level of connectivity for various transport modes.
- Improve cycling facilities by a convenient north-south cycling route through the district, better end-of-trip facilities and clearer east-west links along major roads including Gouger Street.
- Rationalise on-street parking with priority given to people with a disability, commercial vehicle loading and set-down/pick-up movements.
- Implement intelligent transport systems, providing parking information direct to users of the district to reduce unnecessary traffic movements.
- Promote greater use of sustainable and active transport by:
 - improving walking, cycling and public transport links
 - making greater use of existing car share schemes
 - increasing the number of electric car charging points.
- Improve accessibility for all by:
 - assessing accessibility to the district and developing an action plan
 - continuing roll out of better signage and directions
 - implementing responsive technology to help people find their way through interactive mapping, trip planning, and by providing event, historical, and cultural information.
- Factor in long term plans for potential expansion of the tram network and an underground train and railway station.



FOSTERING CULTURAL AND SOCIAL DIVERSITY

The market district has the greatest concentration of cultural diversity and expression in South Australia. Victoria Square/Tarntanyangga is the symbolic heart of Adelaide and in 1971 became the first place in Australia where the Aboriginal Flag was flown. The district has grown to become a place where people meet and connect, be it over a shared meal, shopping for ingredients, or enjoying festivals and public places. This element of social connection and leisure and level of multiculturalism sets the district apart from other places and markets within Adelaide. To build on this strength and people's aspirations for more cultural activity and inclusion would mean maintaining and building on a history of social inclusion and diversity by:

- maintaining access to the district for disadvantaged groups in the community
- providing a diverse range of housing for both young and old people as well as families and people with different needs
- providing accessible community facilities to enable people to meet and engage in educational, training, recreation and cultural activities

- providing fun and engaging places and facilities for children to promote increased use of the district by families, schools and community groups
- recognising Aboriginal history by developing a Kurna cultural map of the district and the expression of Aboriginal culture through smaller cultural sites, arts displays and information points across the district
- ensuring equal access to affordable food and produce, including food justice programs
- using artwork and innovative technologies to tell the stories of local traders and residents.
- fostering activities, increased creativity and cultural expression through events, festivals, live music, and art by:
 - frequent, regular activation of Victoria Square as a venue for major events with better connections to the food and culture of the district
 - connecting artists, creative industry workers, and digital entrepreneurs with permanent, short term, and pop up spaces within the district
 - facilitating better links between the district and existing festivals such as FEAST, SALA, OzAsia, Lunar New Year and the Adelaide Fringe
 - increasing use of public space for outdoor events, markets, impromptu performance, busking, and festival parades and street parties
 - providing opportunities for an even broader range of cultures to share their food and culture with others.

A WELCOMING, COMMUNITY MINDED, AND CULTURALLY DIVERSE AREA WITH A GROWING POPULATION OF RESIDENTS, WORKERS AND VISITORS WHOSE DIVERSITY ADDS TO ITS AUTHENTICITY



A SUSTAINABLE DISTRICT

The market district will lead the way in decreasing waste and carbon generation and making streets that are sustainable through technology, innovation and sharing of services.

- The district will become an exemplar for waste minimisation by:
 - improved waste management and recycling
 - providing a sustainable procurement guide to encourage re-useable and compostable alternatives to disposable packaging
 - adopting a waste management plan focusing on food waste for the district.
- It will be a low carbon district by using renewable energy (including increased use of solar panels on rooftops), becoming more energy efficient through the design and operation of new development, and the use of efficient LED street lighting integrated with the Smart Adelaide lighting control plan.
- Streets will be upgraded to include increased greening and Water Sensitive Urban Design to treat and store stormwater, with consideration given to solar access, heat gain

and wind issues. Trees and planting for shade are preferred to low level planting so as to minimise the heat island effect.








- Greater reticulation and use of the recycled Glenelg to Adelaide Park Lands (GAP) water currently located within Victoria Square.
- Localised capture and reuse of rainwater.

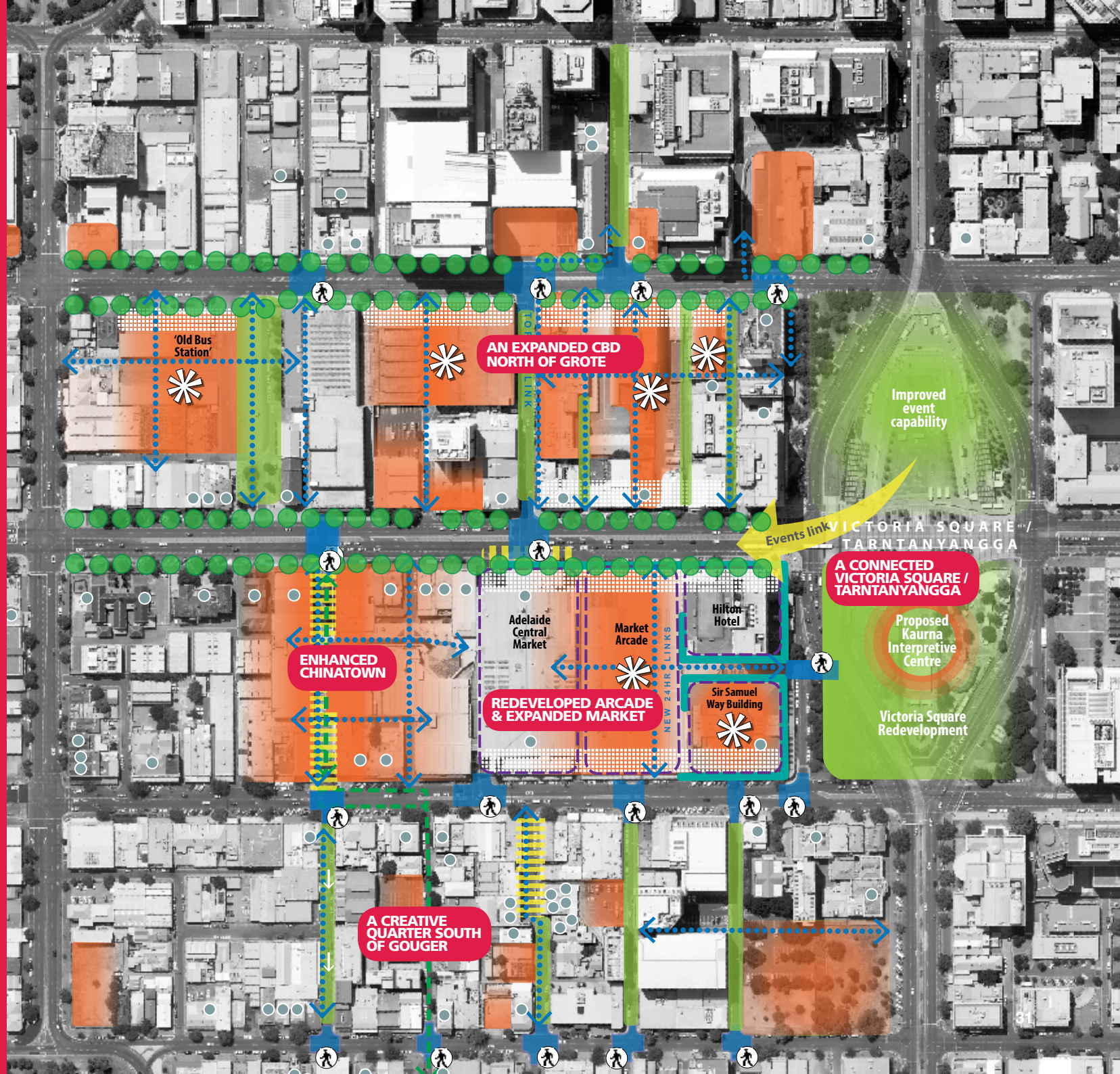
**A DISTRICT
THAT IS
SUSTAINABLE,
STRIVING
TOWARDS
CARBON
NEUTRAL
LIVING
AND THE
REDUCTION
AND REUSE OF
WASTE**

WHAT DO WE WANT TO SEE?

- THRIVING RETAIL AND BUSINESS
- PEOPLE ORIENTED PUBLIC REALM AND MOVEMENT
- FOSTERING CULTURAL AND SOCIAL DIVERSITY
- A SUSTAINABLE DISTRICT

LEGEND

-  SIGNIFICANT REDEVELOPMENT OPPORTUNITIES
-  NEW / IMPROVED PUBLIC SPACE / SHARED STREET
-  GREENING, ART AND PLACEMAKING
-  IMPROVED PEDESTRIAN CROSSING AND CONTINUOUS FOOTPATHS
-  IMPROVED PEDESTRIAN LINK
-  NORTH-SOUTH CYCLE LINK
-  STRENGTHENED AVENUE OF STREET TREES
-  LOCAL HERITAGE PLACE
-  STATE HERITAGE PLACE
-  MORE ACTIVE USES TO STREET EDGE





“The Market District Reference Group provided a significant opportunity for the Adelaide Central Market Authority to collaborate with precinct neighbours on the opportunity to enhance the prosperity of both the Adelaide Central Market and broader market district businesses. ‘Our Market District’ dovetails with the Adelaide Central Market Strategic Plan focusing on the importance of accessibility for consumers, the reinforcement of the market district as the hub of food and produce in Adelaide and the encouragement of entrepreneurial activities in the district that bring community together in a prosperous way.

The coming together of the key stakeholders of the market district has developed robust relationships that will facilitate many successful opportunities into the future.”

Nick Begakis AO – Chairman, Adelaide Central Market Authority

4. WHAT'S NEXT?

These proposals could transform the future of the district. This shared vision for the future is best achieved by working together with people and organisations who all share a stake in the district for the benefit of the city.

We will have a co-ordinated approach to establishing and promoting a common future for the district.

We aim to:

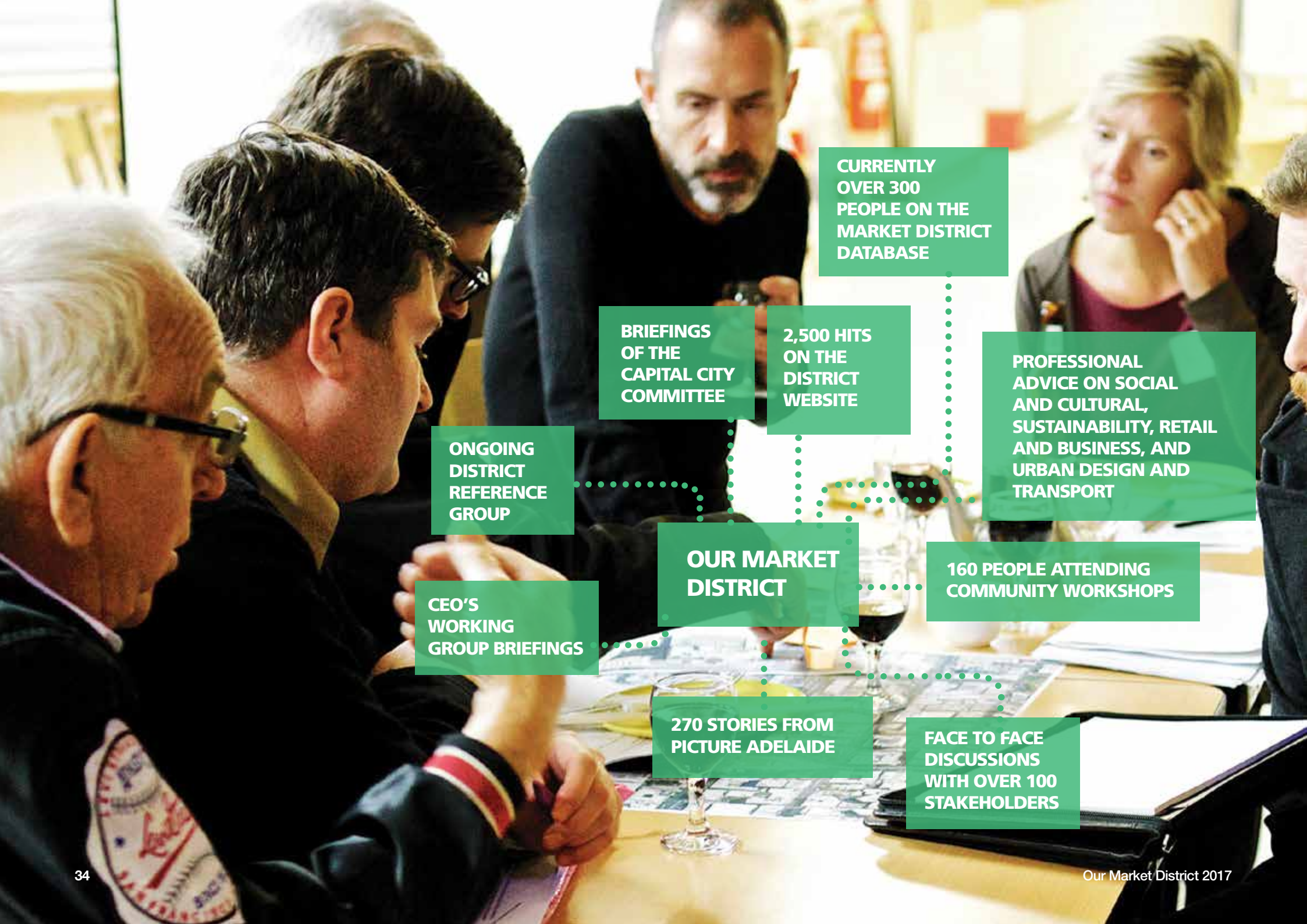
- establish mechanisms, through the Market District Reference Group, to bring existing groups within the district together to exchange information and share opportunities to collaborate and act as a communication link to Council and State Government
- enable and support communication, district advice and implementation of proposals, such as through a dedicated district curator/facilitator
- foster potential partnerships with Australian and international investors, private land holders, and State and Australian Governments
- develop masterplans for major development sites around the district including the Central Market Arcade, old bus station and private landholdings to the north of Grote Street (in conjunction with the landowners) to achieve the desired increase in activity and improvement to the public realm and experience of the district
- trial and test initiatives such as outdoor markets and alterations to the northern end of Market Street
- upgrade assets, such as footpaths, paving, lighting, and greenery
- use the aspirations and proposals to guide land under the care and control of Council, in particular
 - the Market Arcade with the lease returning to Council in 2018
 - the Adelaide Central Market, noting the Adelaide Central Market Authority is a subsidiary of Council
 - the old bus station site
 - the Central Bus Station tenancy
 - Victoria Square/Tarntanyangga.
- inform other Council plans and strategies, such as
 - Council's Annual Business Plan
 - four-year strategic plans
 - Adelaide 2040.



Aspirations

We aspire to have a vibrant, successful District, alive with greater numbers of residents and visitors enjoying the best of Australian and abroad in the shops and restaurants.

- an economically prosperous area that supports a high quality of life
- a celebration of quality produce and experiences that attract people from near and far
- a sensory, edgy and eclectic experience seeking vibrant and engaging places for people to live, work and play
- a welcoming, community minded, culturally diverse area that attracts visitors whose diversity adds to its appeal
- sustainable through its own micro-economy and the support of its workers and visitors
- accessible and safe for residents, workers and visitors
- accommodating various transport modes



**CURRENTLY
OVER 300
PEOPLE ON THE
MARKET DISTRICT
DATABASE**

**BRIEFINGS
OF THE
CAPITAL CITY
COMMITTEE**

**2,500 HITS
ON THE
DISTRICT
WEBSITE**

**PROFESSIONAL
ADVICE ON SOCIAL
AND CULTURAL,
SUSTAINABILITY, RETAIL
AND BUSINESS, AND
URBAN DESIGN AND
TRANSPORT**

**ONGOING
DISTRICT
REFERENCE
GROUP**

**OUR MARKET
DISTRICT**

**160 PEOPLE ATTENDING
COMMUNITY WORKSHOPS**

**CEO'S
WORKING
GROUP BRIEFINGS**

**270 STORIES FROM
PICTURE ADELAIDE**

**FACE TO FACE
DISCUSSIONS
WITH OVER 100
STAKEHOLDERS**



5. HOW WE WENT ABOUT IT?

Placemaking is a shift from a ‘consult and deliver’ approach to one that seeks to empower – getting the community and stakeholders involved from the start.

It’s about hearing from the public about their aspirations and attachment to a place, working together to express those ideas and giving the community the means to deliver those priorities. The process boosts community capacity and reduces reliance on government.

Our approach involved actively engaging the public, visitors, landowners and traders about their level of attachment to the place, hearing their aspirations for the area, identifying challenges and opportunities, and bringing together the ideas and proposals to form a plan for the future of the district.

We had hundreds of face-to-face conversations with people in the district, held a series of workshops, established a reference group of key stakeholders and established on-line tools to share information. We received a host of ideas and feedback that we’ve progressively distilled to form these transformative proposals.

Following the initial round of community engagement in late 2014, we took stock of what we had heard and what we knew about the district. We heard richly diverse stories, got a deeper insight into the attachment to the place, and the ideas, and aspirations for its future. We combined what we learnt from the community with our knowledge of development trends and other matters influencing the future of the city and the district. Four key themes emerged; retail, business, social and cultural, sustainability and urban design and transport.

We took these themes back to the community for discussion and developed a number of potential proposals around each theme. Additional workshops and the Market District Reference Group were used to test these proposals. The outcomes of this process are detailed within the Directions Papers included in the compendium which accompanies these proposals.

“Our interests in the district have been long term and I was excited to become involved in the planning of the district through the Reference Group. I see Global Intertrade playing its role in the future of the district not only as a significant landowner but in bringing about some of the aspirations for the district. Our land on the northern side of Grote Street sits along a natural thoroughfare between the markets and the Riverbank/ Adelaide Oval and other parts of the CBD. We can contribute in a meaningful way with future pedestrian links and activities through our land that are vibrant, engaging, safe, and green. We see a very positive and exciting future for the district.”

Manuel Ortigosa
CEO - Global Intertrade Pty Ltd

THE DISTRICT'S HISTORY

A rich cultural tapestry with connections to the Kaurna people, first settlers and immigrants, the market district exudes a passion for food, social interaction, and cultural exchange. It is embedded in the lives of South Australians and we are careful to preserve the sense of pride and ownership many people have of it.

The market district's present remains influenced by the past; steeped in the traditions of the Kaurna people and their connection with Victoria Square/ Tarntanyangga, post-war southern European arrivals, and more recent migrants establishing in and around Chinatown. All these influences remain important to treasure and interpret in future proposals. After all, this genuine Adelaide experience is one of the reasons why visitors come to the district and help support local traders and businesses.

The attachment South Australians have to the district reflects the many historical layers and stories they share about the district — stories about the way the district developed with the different phases of migrants; stories about characters such as Bert Edwards who championed the causes of the

local population. These stories remind us of the way a sense of community, welcoming to all, took shape and of the role places within the district have played in our city's past and can play in our city's future prosperity.

All of these elements have been considered in the 'Character and brief history of the Central Market and environs' report within the compendium. They are also expressed within the following personal stories of people that have grown up and lived in the district all their lives, those who have a long history working within the Adelaide Central Markets and those who have a much more recent history within the area.

THE STORIES

Alex

When Alex finished school in 1985 he went straight into the family business that his father and uncles had started in 1959. The family opened up a total of 11 shops, 6 of which were in the Adelaide Central Market, selling a range of continental goods, predominately to customers from Eastern European and Mediterranean backgrounds. Alex has noticed a broadening of people's tastes due to a greater exposure to a range of foods so that mettwurst, feta cheese and olives which were once considered 'foreign', are now part of the Australian diet.



Alex thinks that shopping within the markets has transformed from a necessity to more of a leisure and social activity for a lot of people, with more eateries opening especially for breakfast on a Saturday morning.

"My wife works here, my daughter works here and nephews, it is a true family business and even dad still works here and he is in his 80's."

Cheryl

Cheryl is a proud Narungga woman and CEO of an Aboriginal legal rights organisation based in the market district. For Cheryl the market is not only a place to shop, buy lunch and meet people it is a poignant reminder of her family's strong ties and close connection to the history of the market.

Cheryl's grandmother Laura lived and raised ten children in a house in Sturt Street.

Everyone in the area knew Laura", Cheryl reflects, "from the stall holders, the Sunshine Café, to Chapman's butchers where my mother and the other kids would get a hunk of fritz. They played with everyone in the street, Italian, Greek and Maltese kids, they were all welcome in my grandmother's house as were people who came down from the bush and had nowhere to stay, Laura would take them all in. A lot of the kids that played in the streets then have become influential in Adelaide, property owners, MP's but in those days they all played together".



Mario

Mario bought his produce stall at the Adelaide Central Markets 35 years ago when he was in his 50's. He considered it to be a sort of semi-retirement after his work as a brick layer's labourer. Mario has seen many changes over the years particularly in people's shopping habits. Where once people bought in bulk, for example a bag of potatoes, he now notices that they buy only 3 or 4 potatoes, 2 onions or even just 1 apple. He thinks it could be that there are more single people or couples now, not as many people buying for their families.

While Mario came to the market to retire he can't imagine being anywhere else, he grows the majority of his produce, including some of the tastiest tomatoes the market has to offer. The other produce he sells comes from growers who only sell to him, and twice a week at 3am he goes to the market garden to pick it all up and bring it back ready for customers by 7am. The hours are long and sometimes hard but at 82 years old he has no plans to stop, because the hard work keeps him young.

Lee Ching

When Lee Ching first arrived in Adelaide from China 25 years ago she visited the Central Market Arcade and noticed a clothing shop for sale. She walked in and made a snap decision to buy it and has never regretted it. She was attracted to the mix of unique and small local boutique shops within the Central Market Arcade and has built her business up over the years sourcing wool garments from Australia and silk clothing and products from China.

She fondly remembers how kind people were to her when she first started. With only very limited English skills Lee Ching learnt from other traders and her customers as she went. "I learned English at the market, the market was my teacher!"



**THE MARKET DISTRICT HAS BEEN
SUBJECT TO CONTINUAL CHANGE.
FIRES, REBUILDING PROJECTS, SOCIAL
TRENDS AND ECONOMIC CYCLES
HAVE ALL SHAPED THE DISTRICT.**

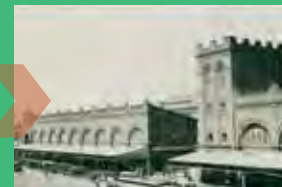




1867
SUPREME COURT
BUILDING OPENED



1869
'CITY MARKET'
OPENS FOR
TRADING



1900
MARKET REBUILT



1909
ELECTRIFICATION OF
THE ADELAIDE TO
GLENELG TRAM



1913 - FIRST CHINESE
RESTAURANT IN THE
DISTRICT OPENS IN
GROTE STREET



1915
STAINED-GLASS
MARKET ARCADES
BUILT



1948
FIRE DESTROYS
MOORE'S
DEPARTMENT STORE



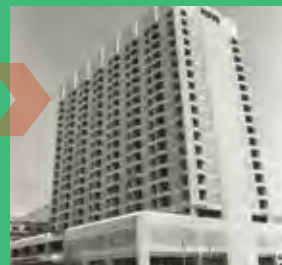
1964
REBUILDING OF
THE MARKETS
COMMENCES



1965
CENTRAL BUS
TERMINAL OPENS



1971 - ABORIGINAL FLAG
FLOWN FOR THE FIRST
TIME IN AUSTRALIA IN
VICTORIA SQUARE



1982
HILTON HOTEL



1989
CHINATOWN
ESTABLISHED IN
MOONTA STREET



2007
EXTENSION OF
GLENELG TRAM
OPENS



2014
STAGE 1 VICTORIA
SQUARE
COMPLETED





**WE HEARD
FROM THE
COMMUNITY AND
STAKEHOLDERS
ABOUT THEIR
INTERESTS,
ASPIRATIONS AND
ATTACHMENT TO
THE AREA**



WHAT PEOPLE TOLD US

The Picture Adelaide consultation told us that the district is highly popular with city workers, shoppers, and visitors as well as residents from within and near the city. Not unexpectedly, people are most strongly attached to the authenticity of the markets, followed closely by Victoria Square, then Gouger Street, and Chinatown. It was found that when people talked about the 'markets' there was no distinction drawn between the Adelaide Central Market, the various arcades or Chinatown/Moonta Street. People associated all of these elements as broadly being the 'markets', which as a combined place was rated as one of the most loved parts of the city.

The markets are the 'main street' for people from the city's south and the many workers and students who live in Adelaide. They also provide an important opportunity to connect and interact with people within the city.

The markets are iconic for the people of South Australia—they love the variety of shops, their affordability and convenience. They love the knowledgeable and passionate traders in the district, the friendly people and the opportunity to socialise. The atmosphere and buzz, variety and range of produce on offer, and the district's cultural diversity all contribute to the sense of

attachment people have to the place. People also love Gouger Street and Chinatown for their food and atmosphere in their own right but these areas also add to the sense of attachment people feel for the whole market district.

The peaceful, green and open space provided by Victoria Square/Tarntanyangga also makes the place special and the activities increasingly being held in the square are also popular. People were less passionate about other surrounding streets. Few made comments about Franklin Street to the north or Morphett Street to the west or about the minor streets between Grote and Franklin. Few comments have been received about Grote Street itself or the minor streets running south from Gouger Street.

People expressed their concern at the potential for franchises to diminish the authentic and unique atmosphere in the district, the risk of increasing land values reducing opportunities for entrepreneurs and innovators, the challenges of doing business associated with taxation and penalty rates, and the costs of providing things like gas and electricity to new development.



"My favourite place in the City has got to be Gouger Street. It's a great place to catch up with friends and escape after work. The whole City has a diverse range of places to find food and drinks but Gouger Street really encapsulates that part of Adelaide for me. There's so much variety - I love it!"


Sally

*Quotes taken from
picture Adelaide*

**"THE CENTRAL
MARKETS IS A
PLACE WHERE
ANYONE
CAN COME
AND VISIT,
NO MATTER
WHAT THEIR
CIRCUMSTANCE.
I LOVE THE
GOOD QUALITY
FOOD YOU CAN
BUY THERE
BECAUSE I LOVE
COOKING FOR
MY FAMILY AND
FRIENDS"**

Geraldine





"The Adelaide Central Market has always felt like the true heart of the city. It is always vibrant and bustling and full of everything you could possibly need, and lots of things you suddenly decide you do need."

Jackie

"I love visiting Chinatown because it takes me back to the time I travelled to Asia, experiencing similar foods and culture. I get an emotional connection when I visit the place."

Cassandra

"After visiting the Markets in London and Barcelona, I believe that the Adelaide Central Market is one of the best Markets that produce great Italian, German and Middle Eastern food with an energetic atmosphere. I can't wait to bring my Grandson to the Markets."

Annie

"The law courts located on the corner of Victoria Square is the perfect little place for lunch and to sit and have a picnic. If the weather is wet you are still able to keep dry with the options of shade or sun."

Ben

"I love the atmosphere at the Central Markets - the different smells and different people. Because of my lack of vision it heightens my senses so I notice different things. I have to look harder. I see new things every time I go there and I love hearing different people's accents!"

Melissa

"Tarntanyangga has special significance for the Kaurna people. It's a cultural meeting place and when I go there I always get a good feeling, a spiritual feeling from our past ancestors."

Yvonne

"My love for Adelaide is deep. A city of many places, faces, and most importantly many foods! I love Adelaide for it brings so many people and cultures together, and what better way we have to celebrate over some of the finest of South Australian fresh produce with an international twist and flavour."

Houssam

WHAT WE KNOW

GROWTH

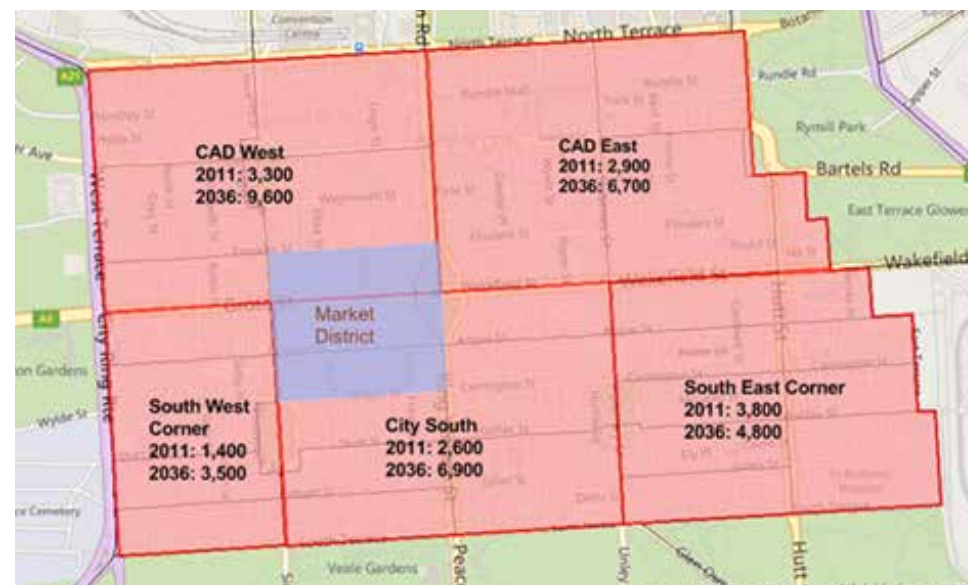
About 22,000 people live in Adelaide and North Adelaide in 2015 but by 2024, the State Government aims to increase this number to 50,000 people, and it has similar targets to boost numbers of workers and visitors. Most of this growth is expected to focus on the western and southern areas of the CBD, within a relatively short walk of the market district, where there are a number of significant development sites and development applications, some of which have already been approved.

The following maps show the City of Adelaide's population estimates for 2036 by district and an indication of the extent of the development potential within the market district, as well as City of Adelaide and State-owned land, and major development proposals.

BUSINESS ACTIVITY

The market district is an important location for business and retail within the city. The City of Adelaide's 'Land Use and Employment survey' of 2014 notes business activity in the district includes:

- Businesses - 592 businesses employing 13,099 people, with 25 businesses having 100-plus employees. Most of the larger businesses occupy the prime grade office buildings in the north east of the district and front Waymouth Street, King William Street, Franklin Street and Victoria Square
- Public administration — accounting for nearly 5,000 employees (38 per cent of total employment). This sector is dominated by large employers, including the area's largest, the Australian Tax Office
- Retail trade and accommodation and food services — accounting for a combined 56 per cent of all businesses. Most of these are small businesses, particularly in retail trade (most of these have an fewer than six employees per business). Overall, there are 949 employees in retail businesses and 1,873 in accommodation and food services. While cafes and restaurants are the dominant business type, the Hilton International Hotel is the main employer in this category
- Professional Scientific and Technical Services — accounting for 13.3 per cent of total employment with 1,742 employees. Most are legal firms, with 48 firms and 707 employees in the area.



MOVEMENT

Pedestrians

Pedestrian traffic has increased between 2002 and 2011, with surveys showing an 8 per cent increase in pedestrian movements within the area. Pedestrian studies have revealed that Gouger Street attracts the largest night-time and weekend crowd, while the northern and eastern parts of the district are busiest during business hours. Pedestrian counts identified these trends in specific streets within the district:

- Gouger Street – busiest on Friday and Saturday nights with a smaller peak at lunch times due to the cafe/restaurant trade
- Moonta Street – busiest on Saturday with peaks at lunchtime and dinner while Sunday lunchtime is also relatively strong for a non-market day
- Pitt Street – mainly attracts workers and visitors on market days around lunch time, with use peaking at the start and end of each business day, reflecting commuter trips
- Franklin Street – has low levels of activity

- Grote Street near Morphett Street – has low levels of activity
- Victoria Square (Grote Street corner) – use peaks on Thursday and Friday lunch-times
- Central Market Arcade (Victoria Square entrance) – attracts commuters coming from the nearby tram stop and shoppers during the arcade opening hours. Many people use the area throughout the week and on Saturday, particularly at lunch-time. It is quiet on Sunday when the arcade is closed.

These studies also documented what people were doing at a number of points within the district, finding most people were sitting, standing or dining at outdoor cafes and restaurants – particularly on Fridays and Saturdays. The studies noted the following:

- Gouger Street – Fridays and Saturdays were the busiest days, with most people observed sitting at cafes and restaurants. Sundays were also quite busy in Gouger Street.
- Grote Street and Victoria Square – weekdays were busiest, with most people standing at traffic lights, bus stops etc
- Grote /Franklin/Pitt Streets – were much quieter than the other two areas, with most people standing and waiting at traffic lights, bus stops etc.



LEGEND

- | | | | |
|---|---|---|-----------------------------|
|  | Indication of potential development sites |  | State owned |
|  | City of Adelaide owned |  | Major development proposals |

Car parking

The district has a total of 3,760 off-street parks, including 1,000 parks in the Central Market U-Park. A total of 540 on-street parks are available at various times but only two are reserved for use by persons with disabilities.

Bicycle movements

Detailed bicycle counts are not available for the market district. However annual count data for the city as a whole show that there has been a long term increase in the number of cyclists travelling to, from and within the city – an increase of around 10 per cent per annum. The 2015 count identified 129 cyclists in Victoria Square during the morning peak survey period, triple the number at the same time in 2014.

Public Transport

About 240 tram services a week operate along King William Street and stop in Victoria Square, with a slightly reduced service on weekends. Regular bus services operate along Grote Street and Morphett Street, with a single bus route along Franklin Street. Grote Street has seven bus stops, between King William Street and Morphett Street. About 2,200 weekday bus services operate within or close to the district, with approximately half the number of services on weekends.

These services include the free City Connector bus which undertakes a loop around the city, stopping in Franklin Street, Victoria Square, Grote Street and Morphett Street.

Four taxi ranks can be found on Grote and Gouger Street and Victoria Square. Most people use taxis in the evening or at night, particularly on Fridays and Saturdays.

Vehicle Movements

Most people drive private vehicles to get to and from the market district, representing about 43 per cent of all movements, although the number of vehicle movements has dropped around 6 per cent over the past decade.

Victoria Square, Grote Street and Morphett Street carry the most traffic with between 20,000 - 35,000 vehicles each per day. Gouger Street carries approximately 11,500 vehicles per day, which is the same level of traffic on Rundle Street (which has a much smaller road cross section than Gouger Street).

SOCIAL AND CULTURAL

The City of Adelaide acknowledges that Victoria Square / Tarntanyangga is an important civic space for Adelaide's Aboriginal community and it was the first place in Australia to have the Aboriginal flag flown alongside the Australian flag. Its dual naming adds symbolic richness to the square.

Equally, the market district is home to a wide diversity of food establishments, restaurants, cafés, and a number of hotels and clubs. The concentration of Asian-based culture is unique in metropolitan Adelaide. The district's residential population is culturally diverse, consistent with the broader city's population, with about 30 per cent being born in countries other than Australia. Of these people, around 30 per cent come from China, Malaysia and Korea collectively.

The district has a strong sense of identity and destination within metropolitan Adelaide. After Rundle Mall, the Central Markets are the second highest destination for tourists. The markets are also a significant meeting place for people from an Asian background, and for students given the district is close to universities and student housing.

A wide range of festivals, including the FEAST, Fringe, Adelaide Festival, OzAsia and SALA, add life and colour to the district but there is scope to attract more of this type of activity. In 2016 the Adelaide Fringe is planning a Street Art Explosion project for sites across the city, including numerous building sites and laneways in the district. Yet of the 157 exhibitions/activities to be held in Adelaide and North Adelaide during the 2015 SALA festival, only 14 are located in the market district.

The district could also benefit from providing greater access to people with disability. Current Australian Bureau of Statistics data suggests that one in five Australians experiences disability such as vision impairment, mobility limitations, stroke, autism and hearing impairment. Many of these people experience discrimination and are unable to access the same services and areas as others. An Access Focus Group was convened in June 2015 to assess the current level of accessibility to and within the district. The detailed findings of the Focus Group are provided in the compendium.

Environmental

The City of Adelaide has made significant achievements in reducing its energy consumption, reducing emissions by 60 per cent since 2012. The City of Adelaide has installed two large photovoltaic solar panel arrays within the district, located on the Adelaide Central Market and the Central Bus Station. The solar arrays have a combined capacity of 100kW, which provides enough power annually to supply 28 Adelaide households.

In 2015, the Premier announced that Adelaide would become the world's first Carbon Neutral city, with a 'Green Zone' developed in the city. Significant planning is already underway to make this target a reality, including a city-wide carbon inventory, changes to legislation to allow driverless cars and increased funding for solar cells and solar battery storage.

Yet only 6 per cent of the public space within the market district has trees. A lack of vegetation and shade and a prevalence of hard, impervious surfaces have resulted in higher temperatures within the city compared to the surrounding parklands — the 'Urban Heat Island' effect. The difference in temperature is more prevalent at night, averaging 1.5°C and regularly reaching 5°C with maximum differences in the range of 8-9°C.



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